

ORDER



WOOD

Orders
Order / Rev: 218230
Alt Order #: 6868781
Product Desc: JUSTIN AMASH FOR
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Amash For Congress
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16641
Agency External ID: IN13871/SP2622/AL1146

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	47	\$40,550.00	\$34,467.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	47	\$40,550.00	\$34,467.50	0.00
Totals	47	\$40,550.00	\$34,467.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/31/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	--WTF--	:30	3	\$650.00	P3	0.00	NM	3	\$1,950.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$650.00		0.00			
E 2	WOOD	11/05/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$650.00		0.00			
E 3	WOOD	11/06/12	11/06/12	6am Daybreak 6am Daybreak	CM	6-7a	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$650.00		0.00			
E 4	WOOD	10/31/12	11/02/12	Today Show M-F Today Show	CM	658-9a	--WTF--	:30	3	\$975.00	P3	0.00	NM	3	\$2,925.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					3	\$975.00		0.00			
E 5	WOOD	11/05/12	11/05/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$975.00	P3	0.00	NM	1	\$975.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$975.00		0.00			

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 Flight Dates: 10/31/12 - 11/06/12

Advertiser: POL/Amash For Congress
 Product Desc: JUSTIN AMASH FOR
 Estimate: WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	11/06/12	11/06/12	Today Show M-F Today Show	CM	658-9a	-T-----	:30	1	\$975.00	P3	0.00	NM	1	\$975.00
TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 -T----- 1 \$975.00 0.00															
E 7	WOOD	10/31/12	11/02/12	Today Show 2 Today Show 2	CM	9-10a	--WTF--	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
TODAY 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --WTF-- 1 \$600.00 0.00															
E 8	WOOD	11/06/12	11/06/12	Today Show 2 Today Show 2	CM	9-10a	-T-----	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
TODAY 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 -T----- 1 \$600.00 0.00															
E 9	WOOD	10/31/12	11/02/12	Today Show 3 Today Show 3	CM	10-11a	--WTF--	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
TODAY 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --WTF-- 3 \$400.00 0.00															
E 10	WOOD	11/05/12	11/05/12	Today Show 3 Today Show 3	CM	10-11a	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
TODAY 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$400.00 0.00															
E 11	WOOD	10/31/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	--WTF--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --WTF-- 3 \$450.00 0.00															
E 12	WOOD	11/05/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$450.00 0.00															
E 13	WOOD	10/31/12	11/02/12	M-F 3-4p Dr Oz	CM	3-4p	--WTF--	:30	3	\$250.00	P3	0.00	NM	3	\$750.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --WTF-- 3 \$250.00 0.00															
E 14	WOOD	11/05/12	11/05/12	M-F 3-4p Dr Oz	CM	3-4p	M-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$250.00 0.00															
E 15	WOOD	10/31/12	11/02/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	--WTF--	:30	3	\$1,150.00	P3	0.00	NM	3	\$3,450.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --WTF-- 3 \$1,150.00 0.00															
E 16	WOOD	11/05/12	11/05/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$1,150.00 0.00															
E 17	WOOD	10/31/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--WTF--	:30	3	\$1,150.00	P3	0.00	NM	3	\$3,450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --WTF-- 3 \$1,150.00 0.00															
E 18	WOOD	11/05/12	11/05/12		CM	530-6p	M-----	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 530p News M-F News 8 @ 530p															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,150.00		0.00			
E 19	WOOD	11/01/12	11/02/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	---TF--	:30	2	\$2,000.00	P3	0.00	NM	2	\$4,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---TF--					2	\$2,000.00		0.00			
E 20	WOOD	11/05/12	11/05/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	M-----	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
E 21	WOOD	10/31/12	11/02/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--WTF--	:30	3	\$1,450.00	P3	0.00	NM	3	\$4,350.00
LATE BEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--WTF--					3	\$1,450.00		0.00			
E 22	WOOD	11/05/12	11/05/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$1,450.00	P3	0.00	NM	1	\$1,450.00
LATE BEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,450.00		0.00			
E 23	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$350.00		0.00			
E 24	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$550.00		0.00			
E 25	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$675.00	P3	0.00	NM	1	\$675.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$675.00		0.00			
E 26	WOOD	11/03/12	11/03/12	Sat 6p News 8 Sat News 8 @6p	CM	6-630p	-----S-	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
E 27	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
E 28	WOOD	11/04/12	11/04/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
SUBN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00			
E 29	WOOD	11/04/12	11/04/12	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
SUN 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,150.00		0.00			
E 30	WOOD	11/04/12	11/04/12		CM	1130-12a	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00

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Advertiser: POL/Amash For Congress
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Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL 11p News											
				Sun 11p News (NFL)											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
													Totals	47	\$40,550.00